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Consumer PURCHASES OF FRUITS AND JUICES

in July
1953



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.

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FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JULY 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Prices householders paid for frozen concentrated orange juice and canned single-strength orange juice in July 1953 reflected a continuation of the increases that have occurred in recent months. Consumers paid an average of 16.6 cents per 6-ounce can for frozen orange juice, the highest average since February 1952.

The average of 31.5 cents per 46-ounce can for canned single-strength orange juice was the highest since May 1951. At the same time, prices paid for California and Florida fresh oranges were about the same as in July last year. In spite of the generally higher prices for orange juice products, householders' combined purchases of fresh oranges, frozen concentrated orange juice and canned single-strength juice during July were equivalent to about 5,730,000 boxes of oranges, up about 125,000 boxes from a year ago. Purchases of fresh oranges were slightly larger than a year earlier, those of frozen orange juice were up about 10 percent, but purchases of canned orange juice were down 14 percent.

Householders' purchases of fresh grapefruit during July totaled almost 320,000 boxes, about 12 percent less than in the same month last year. Prices of fresh grapefruit were almost unchanged. Purchases of canned single-strength grapefruit juice by consumers amounted to 900,000 cases, down about one-sixth from last July, while prices paid per 46-ounce can were one-fifth higher.

Householders' purchases of fresh lemons, lemon juice, and concentrate for lemonade were equal to 1,229,000 boxes of fresh fruit during July, almost unchanged from a year earlier. Substantially larger purchases of frozen concentrate for lemonade made up for slightly smaller purchases of fresh lemons and lemon juice. Prices paid for fresh lemons averaged 47 cents per dozen, down almost 5 cents from July 1952, while prices paid for canned and bottled juice and frozen concentrate for lemonade were somewhat higher.

Compared with a year earlier, purchases of all canned single-strength citrus juices by householders in July were down. Purchases of prune, pineapple, and tomato juices, on the other hand, were up, and purchases of grape juice were unchanged. Purchases of all canned single-strength juices during the month were almost equal to 7,400,000 cases, about the same as in July 1952. Prices paid for all juices except tomato juice averaged higher than a year earlier.

About 3,780 tons of dried prunes were purchased by householders during July 1953, practically the same as in this month last year. Prices paid, however, averaged 27 cents per pound, almost 3 cents more than in July 1952.

Householders bought about one-third less dried apricots than in July last year. This decline was primarily caused by fewer families buying.

FROZEN JUICES AND ADES

Householders bought about 4,400,000 gallons of frozen concentrated orange juice during July 1953, slightly less than in the previous month (fig. 4). The decline in purchases was associated with an increase in the price consumers paid for frozen orange juice—16.6 cents per 6-ounce can, up 1/2 cent from the average in June and the highest average since February 1952. Although total purchases were down slightly from the preceding month, the percentage of families buying frozen orange juice increased to 31.4 percent, a record for any month so far (table 2). Therefore, the lower volume of purchases during July was the result of a small decline in the number of purchases per buying family and a slight decrease in the average size of purchase.

For the period January through July 1953, household purchases totaled about 32,000,000 gallons, one-fifth more than in the corresponding period a year ago (fig. 4).

Householders' purchases of frozen concentrated grape juice amounted to 376,000 gallons during July, up 13 percent from June and almost one-fourth more than in July last year (table 2). Consumers paid an average of 21 cents for a 6-ounce can of frozen grape juice, about one cent less than in the previous month and in July last year. During the month 6.7 percent of all families bought frozen grape juice, the largest proportion buying this juice in a single month to date.

Householders bought about 50 percent more frozen concentrate for lemonade during July than in the previous month—purchases totaling almost 1,570,000 gallons. Compared with July last year this was an increase of almost one-sixth in householders' purchases. About 17.1 percent of all families purchased frozen lemonade during the month, the largest number during any month so far (table 2). They paid an average of 17 cents per 6-ounce can for frozen lemonade, almost unchanged from June, but one cent more than in July 1952. During the period January through July 1953, householders' purchases were about one-fourth larger than in the corresponding months last year.

About 123,000 gallons of shelf pack (non-frozen) concentrate for lemonade were purchased by householders during July at an average price of 15.2 cents per 6-ounce can. This was somewhat less than the volume purchased in the corresponding month of 1952. Prices paid for this lemonade concentrate averaged 1 1/2 cents higher per 6-ounce can than a year ago.

Canned "single-strength" orangeade purchases by householders were equal to 417,000 cases of 24 No. 2 cans, about the same amount as in July a year ago. Prices consumers paid for this orangeade averaged 27.3 cents per 46-ounce can, up about one cent from July 1952. Four percent of the families reported buying canned "single-strength" orangeade, a moderate increase over the proportion that bought in the previous month, or in July last year. Those buying averaged 1 1/3 of the 46-ounce cans per purchase, the same as last year.

Purchases of shelf-pack (non-frozen) concentrate for orangeade by householders amounted to an estimated 224,000 gallons during the month. This was less than

in June and was considerably below the amount purchased in July 1952. About 3.5 percent of the households bought shelf pack concentrated orangeade during the month compared with almost 5 percent a year ago. Prices paid averaged 15.7 cents per 6-ounce can, about a cent higher than the average in July last year.

CANNED JUICES

During July 1953 householders bought a total of about 7,400,000 cases (equivalent No. 2 cans) of canned single-strength juices (table 1). Purchases of all canned single-strength citrus juices were less than in July 1952, but purchases of prune, pineapple, and tomato juices were up. A little more than one-half of all families bought one or more of the canned single-strength juices during July, almost as many families as in July a year ago. Purchases of families buying canned juices during the month averaged a little less than three of the 46-ounce cans per buying family, the same as a year earlier.

Consumers bought about 1,300,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during July, 14 percent less than in the same month a year ago. Most of this decline came about because fewer families bought orange juice in this form--less than 13 families per 100 compared with more than 15 families a year ago (table 1). The average volume purchased per buying family also was down slightly, amounting in July to a little more than 2 of the 46-ounce cans. Prices consumers paid for canned single-strength orange juice during July averaged almost 32 cents per 46-ounce can, one-sixth more than a year earlier when prices paid averaged 27 cents per can.

Householders bought about 900,000 cases (equivalent No. 2 cans) of canned single-strength grapefruit juice during July 1953. This volume was 16 percent less than that purchased in July a year ago (table 1). About 9 out of 100 families bought grapefruit juice during July compared with 10 families buying in July 1952. Purchases averaged about 2 of the 46-ounce cans per family buying during July, compared with more than 2-1/4 cans in July last year. Prices paid averaged almost 27 cents per 46-ounce can, up more than one-fifth from a year earlier.

Consumers purchased about 350,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice during July, about one-third less than in the same month a year earlier (table 1). Less than 4 families per 100 bought this product. The average volume purchased by buying families--more than 1-3/4 of the 46-ounce cans--was down only slightly. Prices paid averaged 29 cents per 46-ounce can, up almost one-fifth from a year ago.

Householders' purchases of canned and bottled lemon juice during July were equal to about 170,000 cases of No. 2 cans (table 1). This was substantially more than in the preceding month but was almost one-fifth below a year earlier. However, on a fresh fruit basis, this drop was more than offset by larger purchases of frozen concentrate for lemonade. A little more than 7 families per 100 bought canned or bottled lemon juice during the month, one-fifth fewer than a year earlier. Purchases per buying family averaged slightly larger than a year ago. Prices paid averaged 12 cents per 5-1/2-ounce can, up one-fifth.

Consumers bought about 1,200,000 cases (equivalent No. 2 cans) of canned pineapple juice during July, almost one-tenth more than in July last year (table 1). Prices paid averaged almost 31 cents per 46-ounce can, up a little more than 1 cent from a year earlier. Almost 15 families per 100 bought pineapple juice during July, and their purchases averaged 1-3/4 of the 46-ounce cans per family.

Householders bought about 1,900,000 cases (equivalent No. 2 cans) of tomato juice during July (table 1). This was below the record set in the preceding month but was about one-fifth more than in July 1952. Prices paid averaged a little less than 26 cents per can, the lowest in 3-1/2 years.

Purchases of prune juice by households were equal to about 400,000 cases of No. 2 cans during July 1953, a little less than in June, but one-tenth more than a year earlier (fig. 9). Prices remained unchanged from June, at almost 34 cents per 32-ounce bottle, up about 2 cents from a year earlier. A few more families bought prune juice during July than a year earlier, and their purchases averaged almost the same per buying family, about 2 of the 32-ounce bottles (table 4).

FRESH CITRUS FRUIT

Household purchases of California-Arizona fresh oranges totaled about 1,130,000 boxes in July. This total was below the high levels of recent months, but more than one-fourth larger than in July last year (fig. 6). Purchases of Florida oranges, on the other hand, amounted to only about 250,000 boxes, considerably less than during this month last year when the season was unusually late. Total fresh orange purchases by households in July showed a gain of about 8 percent compared with a year earlier (table 3). Consumers paid an average of 39 cents per dozen for California-Arizona oranges during July, nearly the same as a year earlier, while prices of Florida oranges, averaging 48 cents per dozen, were up 3 cents. Fresh oranges were bought by about 31 percent of all families during the month, unchanged from last July. The average purchase per buying family amounted to 2-1/4 dozens, slightly more than in July 1952.

Consumers bought almost 590,000 boxes of fresh lemons during July, almost as many as a year earlier (table 3). They paid an average of 47 cents per dozen, almost a nickel less than in the same month a year ago. Purchases were made by 35 out of a hundred families. They bought an average of 7 lemons each, the same as a year ago.

Householders bought about 320,000 boxes of fresh grapefruit during July, somewhat less than the 363,000 boxes purchased in July 1952. Prices paid averaged \$1.06 per dozen, almost unchanged from a year earlier (fig. 7).

DRIED FRUIT

About 3,780 tons of dried prunes were purchased by households during July 1953, practically the same as in this month last year (table 4). Prices paid, however, averaged 27 cents per pound, almost 3 cents more than in July 1952. The average

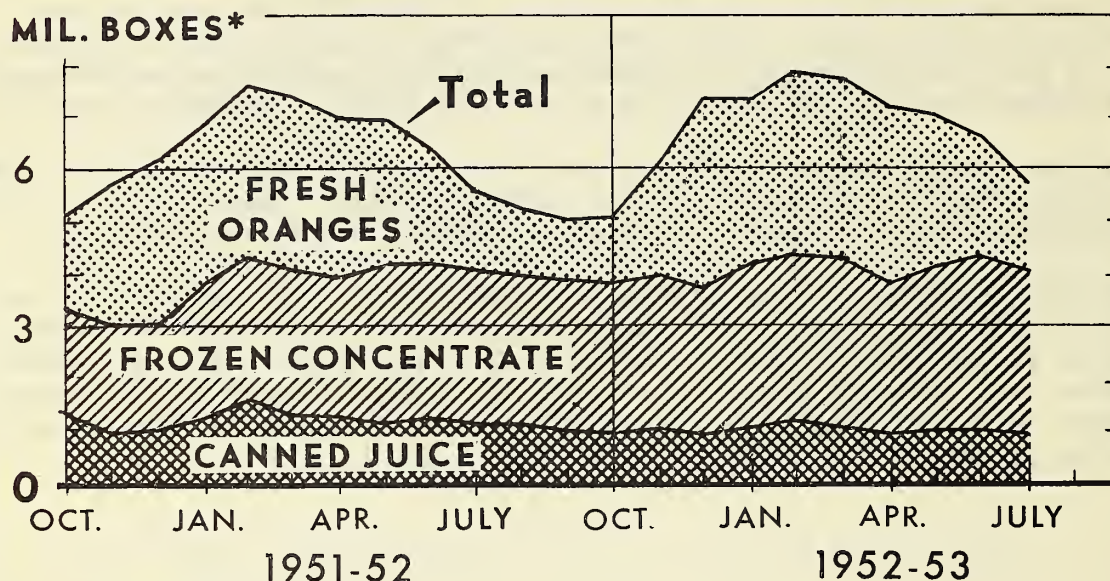
number and size of dried prune purchases reported by buying families were unchanged from last July. The percentage of families buying, however, declined slightly. About 8.3 percent of the families purchased dried prunes in July this year.

The survey indicates that consumer purchases of dried prunes totaled about 58,900 tons in the period October 1952-July 1953, about the same as in this period a year earlier (fig. 9). During most of this period, prices consumers paid averaged higher than in these months of the previous marketing season.

Householders bought about one-third less dried apricots than in July last year (table 4). This decline was primarily caused by fewer families buying. Prices paid averaged nearly 67 cents per pound, up about 3 cents from a year ago.

Dried apricot purchases by households totaled about 4,700 tons during the months of October 1952-July 1953 (table 4). This was a decrease of approximately 13 percent in the amount bought compared with a year earlier. Lower purchases were probably in part the result of somewhat higher retail prices consumers paid for dried apricots compared with these months of the preceding marketing season.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

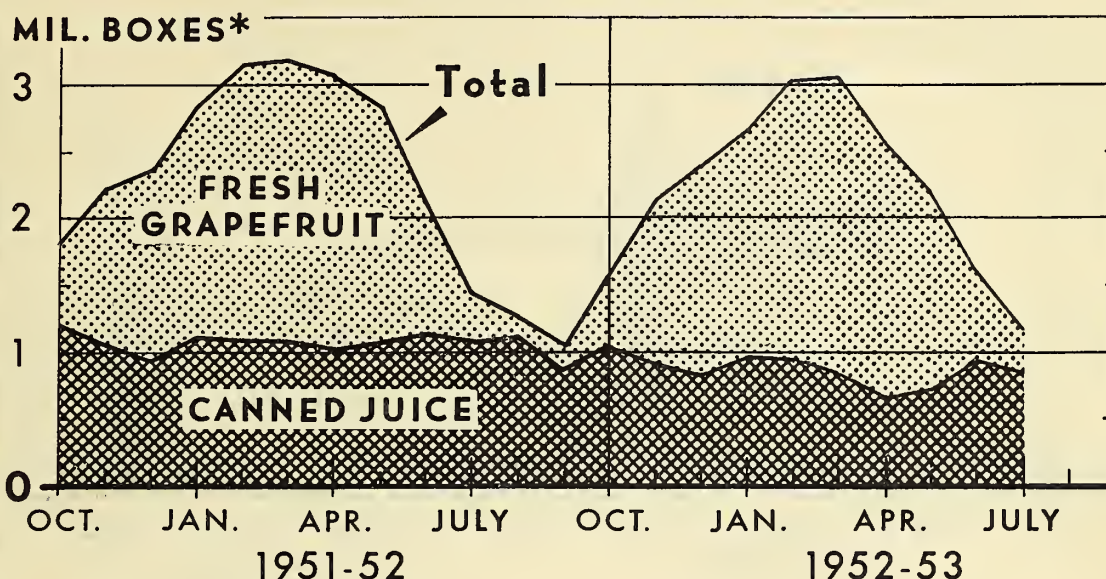
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December ^{2/}	7,759	8,202	9,277	6,609	3,121	3,649	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March	3,397	3,301	3,252	2,737	1,016	1,399	7,665	7,437
October-March ^{2/}	18,667	18,775	19,597	15,338	6,732	8,358	44,996	42,471
April	3,310	3,103	2,893	2,616	986	1,310	7,189	7,029
May	2,935	2,846	3,143	2,977	1,020	1,168	7,013	6,991
June	2,288	2,174	3,331	2,976	1,013	1,295	6,637	6,445
October-June ^{2/}	27,769	27,451	29,650	24,551	9,994	12,421	67,413	64,423
July	1,649	1,530	3,144	2,942	934	1,133	5,727	5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season ^{2/}		31,738		33,908		15,923		81,569

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

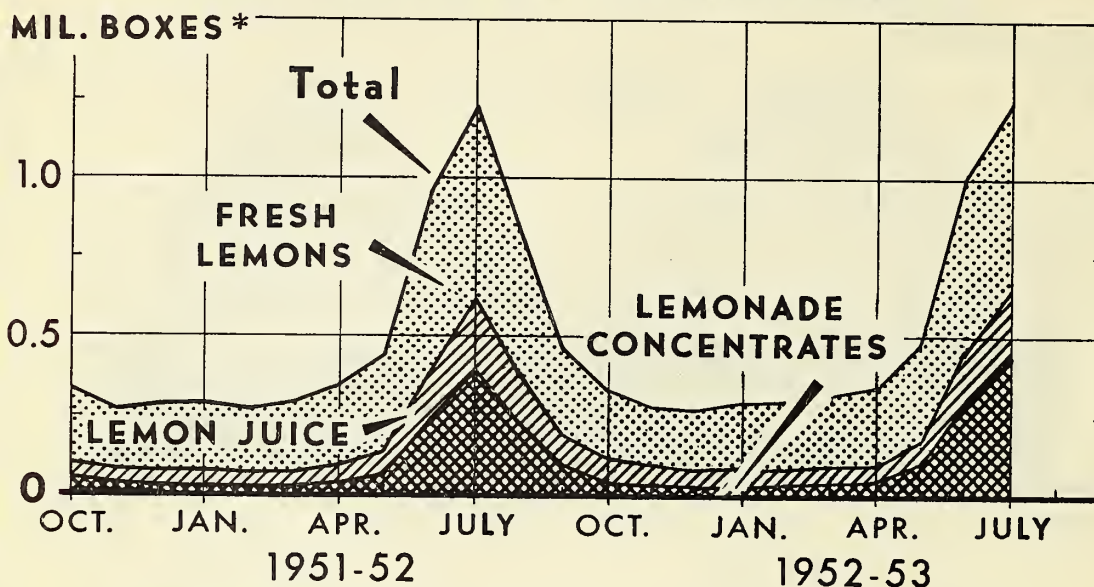
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December ^{2/}	3,733	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	913	1,099	3,006	3,132
March	2,216	2,113	835	1,082	3,051	3,195
October-March ^{2/}	10,284	10,026	5,884	7,056	16,168	17,082
April	1,848	2,061	687	1,018	2,535	3,079
May	1,446	1,760	748	1,083	2,194	2,843
June	686	986	924	1,133	1,610	2,119
October-June ^{2/}	14,494	15,147	8,427	10,534	22,921	25,681
July	321	363	851	1,087	1,172	1,450
August		179		1,100		1,279
September		150		898		1,048
Season ^{2/}		15,907		13,849		29,756

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/	634	683	191	160	88	92	95	106	920	949
January	210	206	57	53	20	22	24	24	291	283
February	218	202	47	45	23	18	27	23	292	270
March	229	218	57	51	29	21	33	25	319	294
October-March 3/	1,346	1,369	368	318	165	156	186	182	1,900	1,869
April	242	251	52	60	39	33	45	38	339	349
May	307	308	73	72	87	55	95	65	475	445
June	548	577	169	144	271	205	289	239	1,006	960
October-June 3/	2,562	2,589	688	615	598	469	654	547	3,904	3,751
July	587	598	206	225	404	336	436	400	1,229	1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season 3/		4,012		1,130		1,134		1,298		6,440

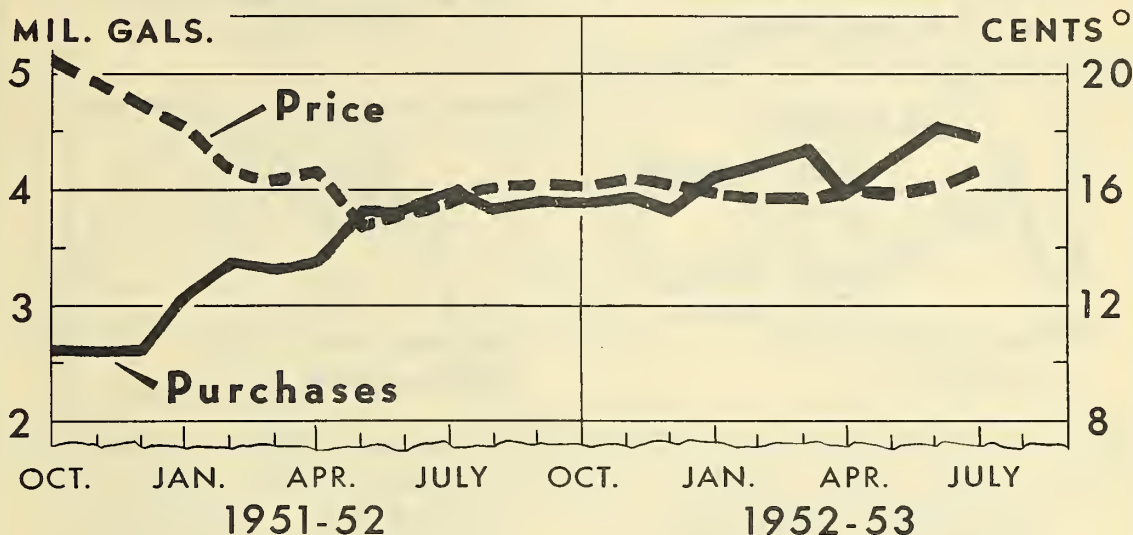
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

^oPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December <u>1/</u>	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March	4,359	3,314	15.8	16.3
October-March <u>1/</u>	26,353	19,096		
April	3,963	3,350	16.0	16.5
May	4,265	3,812	15.9	14.8
June	4,563	3,811	16.1	15.3
October-June <u>1/</u>	40,124	30,893		
July	4,403	3,970	16.6	15.6
August		3,859		16.1
September		3,900		16.2
Season <u>1/</u>		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

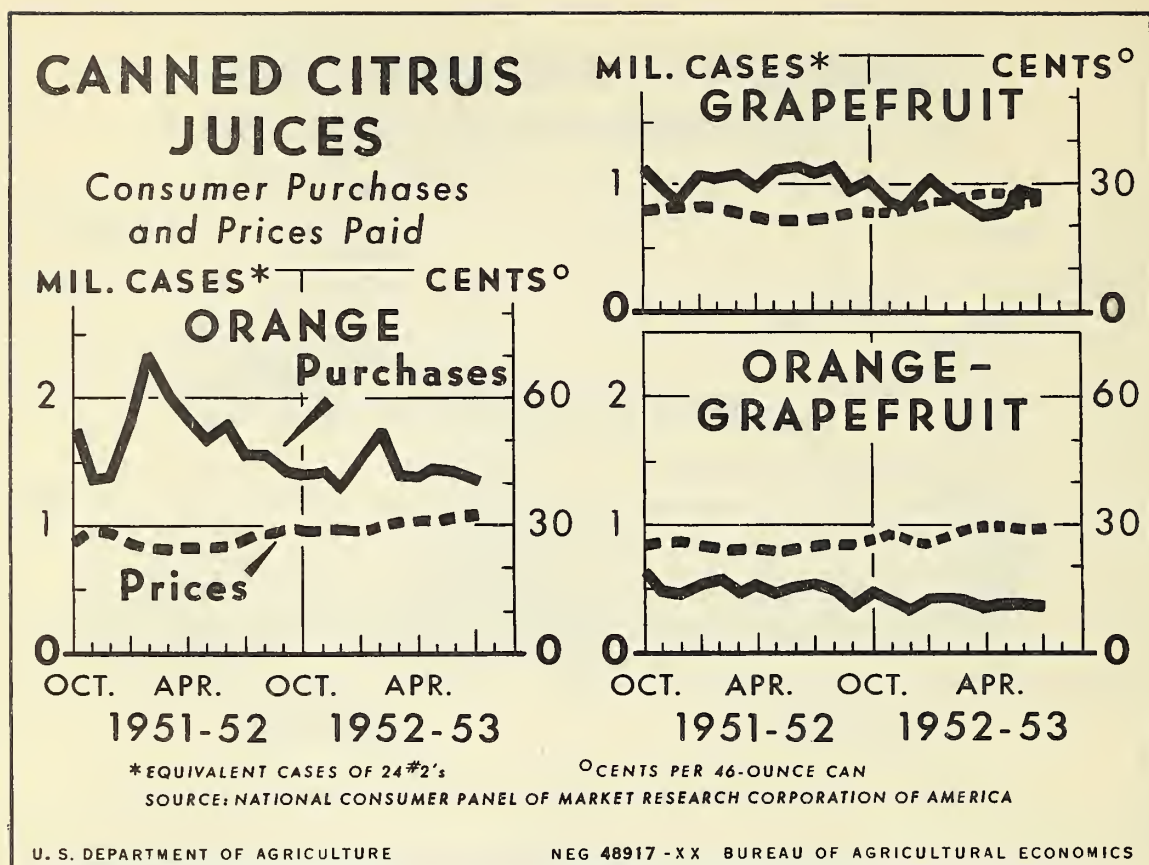


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.6	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,068	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	24.6	915	1,041	26.0	23.1	452	557	27.4	24.4
March	1,411	2,016	30.5	24.4	840	1,062	27.0	22.2	408	474	29.2	23.4
October-March 2/	9,414	11,570			5,859	6,692			2,640	3,343		
April	1,402	1,817	30.6	24.9	704	988	27.2	21.9	352	506	29.2	24.0
May	1,440	1,615	30.9	25.1	766	1,091	27.2	21.2	383	460	29.2	23.7
June	1,436	1,790	31.1	25.3	991	1,126	26.4	21.2	384	511	29.3	24.5
October-June 2/	14,023	17,491			8,505	10,136			3,860	4,937		
July	1,329	1,540	31.5	27.1	906	1,075	26.8	22.1	351	524	29.4	24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

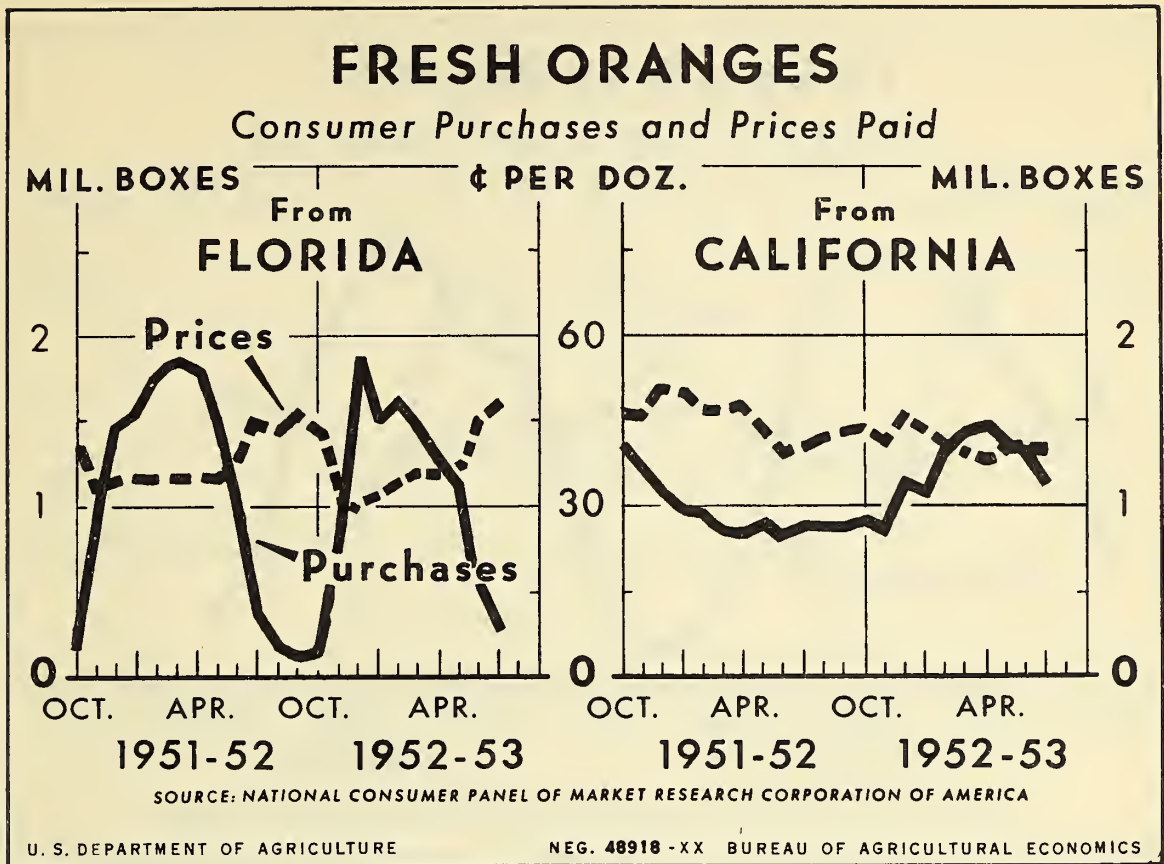


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March	1,474	1,869	35.6	34.8	1,444	862	39.3	46.6
October-March 1/	8,252	8,572			7,233	6,917		
April	1,347	1,809	35.6	35.3	1,494	826	38.9	47.2
May	1,137	1,521	37.0	35.2	1,352	885	41.1	42.2
June	617	969	44.3	38.0	1,350	826	40.1	38.7
October-June 1/	11,586	13,155			11,733	9,632		
July	256	392	47.8	44.6	1,127	884	39.2	39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

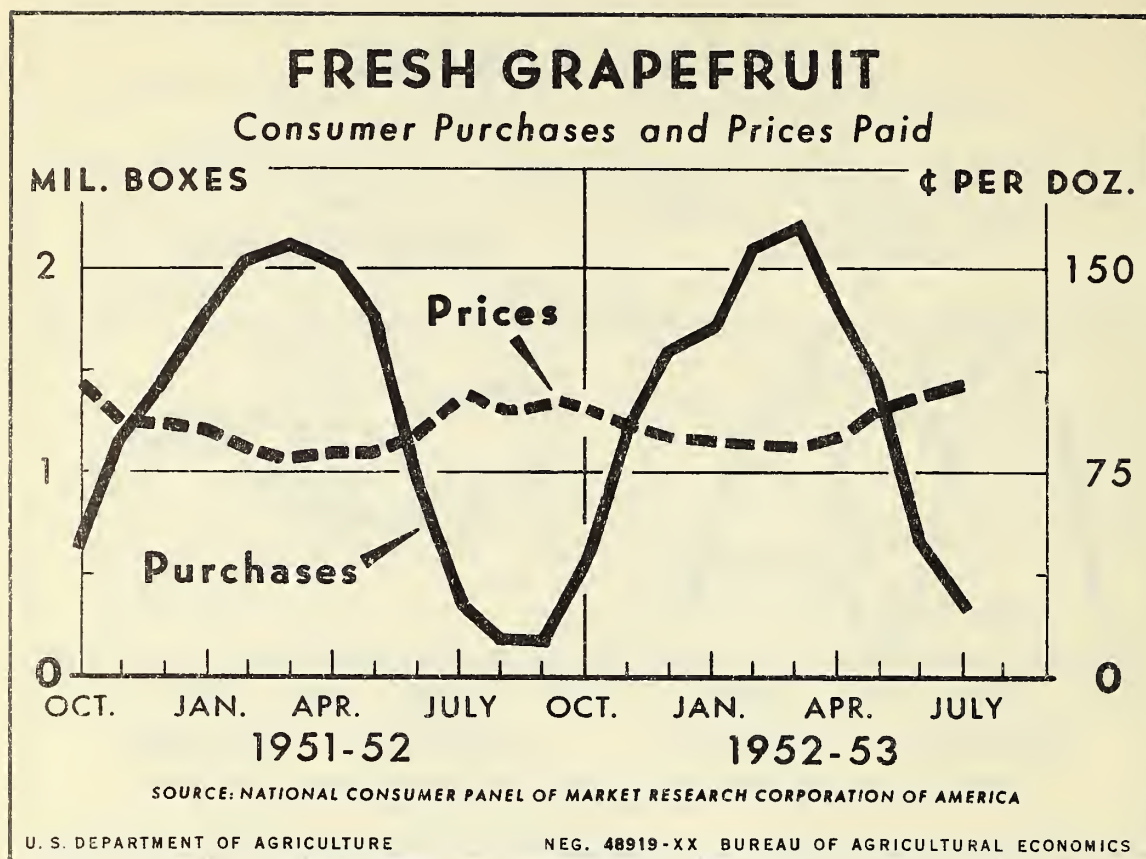


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March	2,216	2,113	84.4	81.8
October-March 1/	10,284	10,026		
April	1,848	2,061	88.9	83.0
May	1,446	1,760	95.9	84.4
June	635	986	103.7	90.9
October-June 1/	14,494	15,147		
July	321	363	105.9	105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

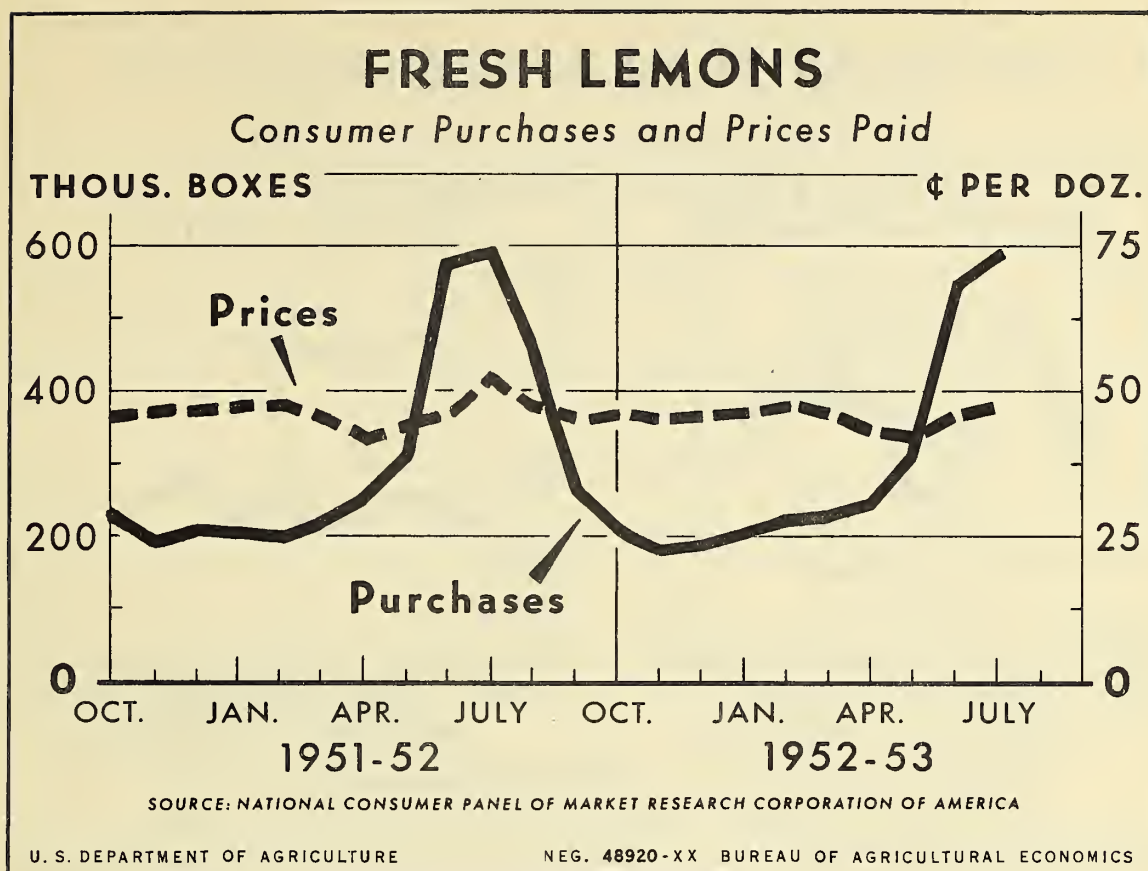


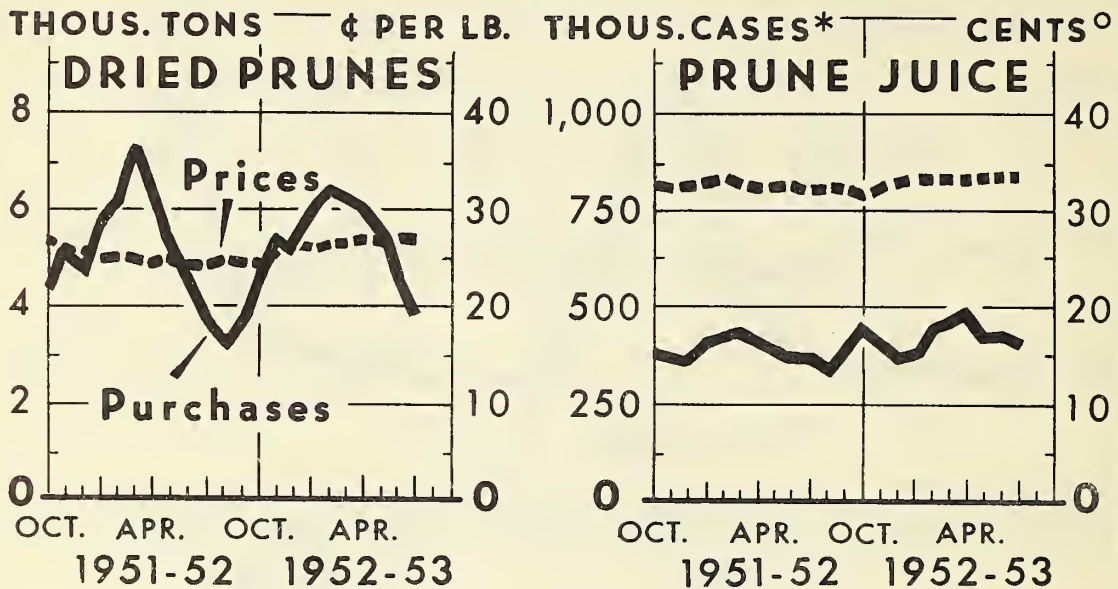
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/	584	637		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March	229	218	45.9	45.9
October-March 1/	1,346	1,369		
April	242	251	43.8	42.9
May	307	303	42.7	44.2
June	548	577	45.6	45.6
October-June 1/	2,562	2,589		
July	587	598	46.8	51.5
August		452		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/	16,204	15,871			1,317	1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	445	33.1	32.9
March	6,278	7,276	26.7	24.5	454	435	33.1	32.5
October-March 2/	36,945	37,068			2,711	2,578		
April	6,083	6,110	27.0	24.5	491	417	33.2	32.2
May	5,326	5,112	26.6	24.7	422	379	33.5	32.1
June	4,643	4,351	27.1	23.7	435	363	33.6	32.3
October-June 2/	54,077	53,786			4,139	3,837		
July	3,780	3,692	27.0	24.1	402	363	33.6	31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average prices, July 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 cases	1,000 cases	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	12.9	15.4	1,329	1,540	1.7	1.7	58.4	60.4	46	31.5	27.1
Grapefruit	9.0	10.4	906	1,075	1.6	1.6	59.4	65.7	46	26.8	22.1
Orange & gpft. blend	3.8	5.6	351	524	1.5	1.6	56.7	57.8	46	29.4	24.9
Tangerine	2/	1.2	2/	90	2/	1.3	2/	54.2	46	2/	23.8
Lemon	7.3	9.1	173	212	1.4	1.4	15.9	15.8	5 1/2	12.1	10.1
Grape	7.0	7.0	282	281	1.4	1.3	29.5	28.8	32	37.6	35.8
Pineapple	14.9	14.3	1,216	1,120	1.6	1.5	49.9	50.1	46	30.7	29.3
Prune	5.6	5.4	402	363	1.8	1.7	36.3	35.9	32	33.6	31.8
Tomato	20.7	19.0	1,914	1,610	1.7	1.7	53.9	49.0	46	25.5	27.2
Total 3/	52.8	54.9	7,358	7,608	2.8	2.8	47.6	47.5			
Canned ades											
Orangeade	4.0	3.8	417	423	1.7	1.7	63.1	64.4	46	27.3	26.2

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, July 1953 and 1952 (4-week period)

Commodity	Percentage of		Total quantity		Per buying family				Unit	Average price	
	all families						Quantity per			per unit	
	buying				Purchases		purchase				
	1953	1952	1953	1952	1953	1952	1953	1952		1953	1952
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	31.4	28.5	4,403	3,970	2.3	2.4	17.1	16.0	6	16.6	15.6
Grape	6.7	5.7	376	303	1.4	1.4	10.8	10.2	6	21.0	21.7
Other concentrates	1/	1/	242	78	1/	1/	11.5	13.7	6	17.6	15.8
Total 2/	33.8	30.4	5,021	4,469	2.6	2.7	16.0	15.2			
Ade bases											
Frozen											
Concentrate for lemonade	17.1	14.5	1,566	1,379	1.7	1.9	15.0	14.0	6	17.0	15.9
Shelf pack											
Orangeade	3.4	4.8	224	339	1.4	1.5	12.8	14.0	6	15.7	14.8
Lemonade	2.2	3.1	123	170	1.2	1.3	12.8	12.3	6	15.2	13.7

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, July 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	23.8	20.2	1,127	884	1.9	1.9	13.0	12.5	39.2	39.8
Florida	5.0	8.3	256	392	1.9	1.9	11.9	11.4	47.8	44.6
Unidentified	5.9	7.3	250	242	1.5	1.5	13.3	11.2	37.4	42.1
Total <u>1/</u>	30.6	30.9	1,649	1,530	2.1	2.1	12.9	12.0	40.1	41.3
Grapefruit										
California-Arizona	3.2	3.8	126	111	1.6	1.3	4.7	3.9	93.3	102.4
Florida	2.0	3.3	77	124	1.7	1.6	3.4	3.4	133.0	109.5
Unidentified	3.0	3.4	109	111	1.5	1.5	4.0	3.6	106.1	106.6
Total <u>1/</u>	7.5	9.0	321	363	1.8	1.7	4.1	3.7	105.9	105.4
Lemons	34.9	36.3	587	598	1.8	1.9	7.2	7.2	46.5	51.5
Total	52.1	52.9	2,557	2,491	2.8	2.9	9.4	8.9	45.0	47.8

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price, July 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	.9	1.2	164	261	1.1	1.3	12.8	12.6	66.9	63.6
Prunes	8.3	8.4	3,780	3,692	1.4	1.4	23.6	23.6	27.0	24.1

National Consumer Panel of Market Research Corporation of America.

